

What's Inside

Historic District Approved
Meet Your Neighbor
Party Photos
Filbert Steps Update

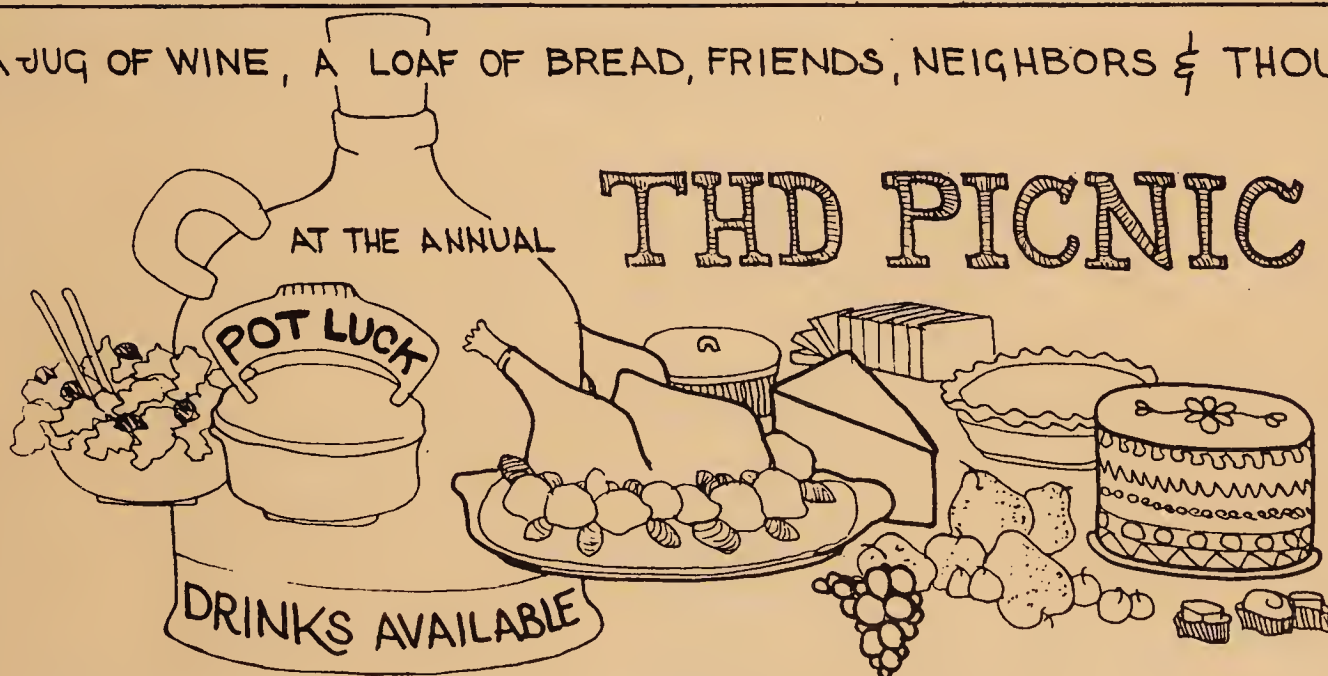
August 1985
No. 92



TELEGRAPH HILL SEMAPHORE

Publication of the Telegraph Hill Dwellers

A JUG OF WINE, A LOAF OF BREAD, FRIENDS, NEIGHBORS & THOU



SATURDAY 21 SEPTEMBER NOON TILL 4:00PM
PIONEER PARK AT COIT TOWER

To add variety and ethnic flavoring to the pot luck, please bring your family's specialty. We suggest using the following categories based on the first letter of your last name:

A-F Appetizers
G-L Salads

M-R Main Dishes
S-Z Desserts

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Vice President	*Greg Jones	58 Edgardo	986-6412
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Corresponding Secretary	Jerry Lubenow	300 Lombard	788-2651
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Historian	Nan Roth	2017 Grant	397-2176
Editor— <i>Semaphore</i>	Kathleen Cannon	1207 Montgomery	956-0259

*denotes Executive Committee

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	Chuck Baker	150 Lombard	989-4555
	*Nancy McCabe	355 Lombard	397-0924
	Jerry Petruzzelli	288 Union	397-6043
	George Rockrise	468 Vallejo	982-5197
Ex Officio	*Jane Winslow	396 Lombard	421-1466

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	Peter Dewees	568 Greenwich	981-1894
	Virginia Sletteland	448 Greenwich	781-4352
	Gloria Woo	40 Telegraph Place	982-3790

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Program	Peter Dewees	568 Greenwich	981-1894
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Waterfront	Bob Katz	2 Whiting	986-1890
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Crime Prevention	June Fraps	1941 Stockton	392-1187
Refuse	Gloria Woo	40 Telegraph Place	982-3790
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Movies	Margaret Gwathmey	273 Green	982-4221
Neighborhood Liaison	Sue Cauthen	1321B Montgomery	391-0737
Social	Pat Brown	12 Aladdin	775-7528
Clean Water	Jerry Petruzzelli	288 Union	397-6043

MEMBERS: Please call these chairs and volunteer to serve today!

Historic District Boundaries Approved

Late on the afternoon of July 3, the Landmarks Board voted 5 to 3 to accept our proposed boundaries for the Telegraph Hill Historic District. After five months of intense effort this was a sweet moment for those who have worked so hard to see this historic district become a reality. Yet much work lies ahead with the Planning Commission and Board of Supervisors still to be won over.

The final tally included 27 pre-1870 structures—though one of them is being lost at this very moment with the destruction of the Daniel Geary House (c. 1865) at 280–86 Union Street. However, on August 6 the Landmarks Board passed a new resolution of intent to designate the expanded district which hopefully will stay the issuance of any further permits within the district until it is signed into law by the Mayor. While we are still working on final revisions to the guidelines for new construction within the district, all other documents have been approved by the Landmarks Board and also have been found to fully meet legal requirements by the City Attorney's office—further testimony to the fine work done on our behalf by our architectural historian, Anne Bloomfield.

We want to thank the Crime Committee who distributed our flyer for us over the weekend of June 29–30, and the large number of people who responded by phoning and writing letters to the Mayor and the Landmarks Board. We had an excellent turnout for the July 3 hearing—and a rewarding result—but we will need twice as many people when we appear before the Planning Commission. The landmarks board acts only in an advisory capacity to the Planning Commission and recent experience has revealed a reluctance on the part of the Commission to accept the Board's recommendations regardless of

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the level of expertise that went into their preparation. We will again be asking for help with letters and phone calls as soon as the date for our Planning Commission hearing is announced.

—Nan Roth

THD Sets the Pace of Fast Food

The issue of whether fast food will mingle with fettucini in North Beach has turned into a possible city wide moratorium on all fast food restaurants. In late July the Planning Commission approved a permit for a Carl's Jr. Restaurant at the corner of Broadway and Columbus. THD did not oppose the Carl's Jr. application since the permit included regulations to maintain the present structure's facade—regulations which THD was instrumental in getting written into the permit. Because it is not a landmark, THD felt that such controls were the best way to save the building.

At the same meeting THD successfully opposed a permit for a Taco Bell restaurant at the site of the former Broadway Cafe on the southwest corner of Columbus and Broadway.

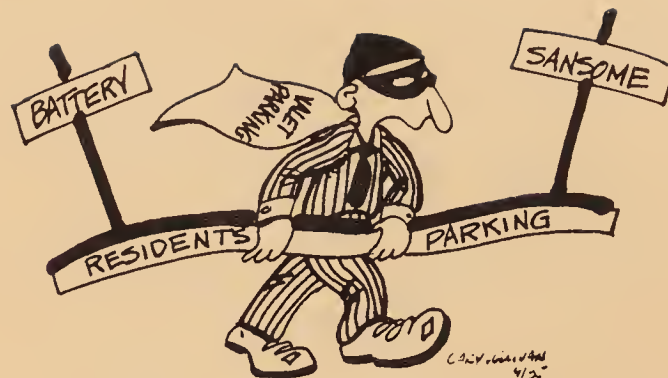
The following week Supervisor Quentin Kopp introduced legislation for a one-year moratorium on all fast food establishments in the Broadway-North Beach area. A Board of Supervisors committee is scheduled to review his proposal on August 20. Subsequently Supervisor Richard Hongisto proposed a moratorium on fast food restaurants in San Francisco.

Check your newspapers and future *Semaphores* to keep abreast on future THD policy in this changing area.

—Cheryl Bentley

Police Meeting: Valet Parking

The September 19th (Thursday, 7:30 pm) Police Community Relations Meeting (766 Vallejo Street) will be on Valet Parking in North Beach. Jim Vierling of The Flying Dutchman and Jeff Gilmore of Gilmore's Valet Service will be present. If you have something to say about the present situation, plan to attend.



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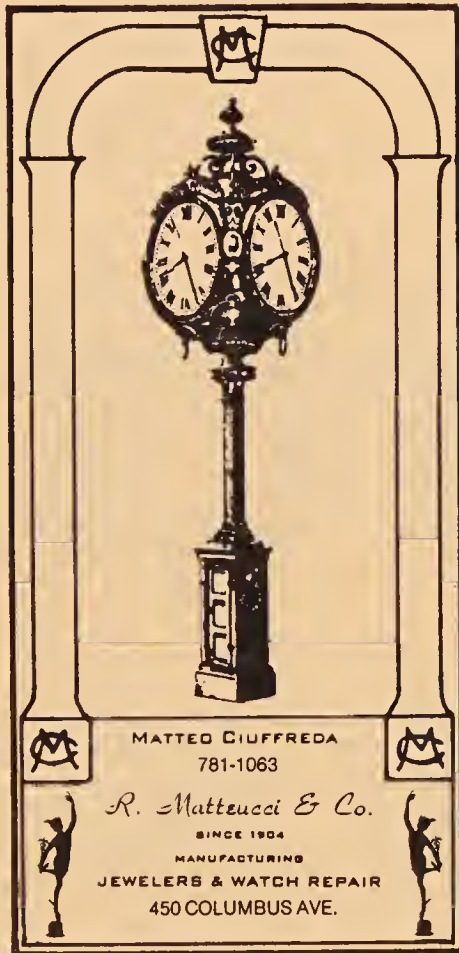
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Planning & Zoning

The Northeast Waterfront

Bordered by Greenwich St., the Embarcadero, Broadway and Montgomery Sts., the Northeast Waterfront District currently has a 65X or 84E zoning. Historically the waterfront for shipping, drayage and warehousing, the area is now being converted to low rise office space. Brick and reinforced concrete warehouses dating from the 1850's to the present share common features of scale and proportion, color, texture, and use of decorative elements. Building height varies from six stories at the base of Telegraph Hill to four stories at the Bay.

THD feels the character of this area is special and a reduction in the height limit is necessary to retain the character. The proposed height reduction for future development will be in accordance with the S.F. City Planning Code, which specifies that special use districts are designated to maintain districts with special character and protect them from adverse over-development.

Accordingly, THD has submitted to the S.F. City Planning an Application for Amendment to the Zoning Map of the City Planning Code, and an Environmental Evaluation. The Environmental Evaluation Application is currently being reviewed. THD members Carolyn Walker, George Rockrise and Jim Valenti will alert us to any developments.

—Carolyn Walker

312 Filbert

A proposed forty-five foot high (with deck and parapets) building at the top of the Filbert steps was appealed to the Board of Permit Appeals in June and was approved by the City Planning Department. The matter is under review by a sub-committee of the Permit Appeals Board. They have asked the de-

veloper of the two-unit structure, Donald and Milo Weaver, to submit alternate plans for the site after it became apparent that views of the East and North Bay from Telegraph Hill Blvd. would be entirely blocked by the proposed building. The building would stretch across almost all of the 137-foot lot, when an already existing structure at the rear of the lot (the Stackpole house) is considered. Rising from approximately 240' above sea level, the building would go up to as high as 285' (when rooftop appurtenances are considered) and would present a huge wall bulk-ing against the open space of Telegraph Hill Blvd. and Pioneer Park.

The Park and Recreation Department requested that the Board of Permit Appeals be consulted regarding the erection of any building at the site, since construction might violate the City's Urban Design Plan. The Plan strongly condemns the obstruction of views from city owned open space, particularly views from public parks.

Representing the Telegraph Hill Dwellers in this matter are J.F. Petruzzelli, donating his legal skills, and Rocco Fazio, Peter Dwares, and Martin Yardley as concerned neighbors. Because of the enormous impact the project might have on the view from Telegraph Hill Blvd., the S.F. Examiner covered the controversy in an article in June, followed by an editorial asking that the view from Pioneer Park and the approach to Pioneer Park be preserved.

In front of the Permit Appeals Board, Petruzzelli argued that the project was illegal under the City Planning Code, since a variance had not been obtained. Petruzzelli also maintained that the builder of the site had no right to a view from the entire length of the property, but only the same rights as others in the area have of views from the front and rear of the lot.

The matter is scheduled to be heard by the Board of Permit Appeals on August 28, 1985 if the revised plans have been finished by then. THD believes that the developer should be permitted to construct a home on the property, but one that is in scale with the surrounding buildings and does not block the views from Telegraph Hill Blvd. THD representatives have devoted hours of time to fighting the proposed building in appearances before the Board of Permit Appeals and the Park and Recreation Commission. It now asks that you write letters (before August 28) to the Board of Permit Appeals, Attn: Jerry Berg, President, at City Hall, Room 235, San Francisco, 94102 to demonstrate your concern. Unless public sentiment opposing this incompatible building is expressed, the views could be lost forever, with the neighborhood and tourists being the poorer.

For additional information, contact J.F. Petruzzelli at 397-6043.

—Jerry Petruzzelli

221 Filbert

The Grace Marchant Gardens on the Filbert Steps are threatened by a proposal to demolish the cottage at 221 Filbert Street and replace it with a two-unit building three to four times larger than the existing structure.

The City Planning Commission in June overturned a unanimous vote of the Landmarks Board recommending suspension of any action on the demolition permit, and approved a Certificate of Appropriateness for both demolition and new construction on the site. This action of the Planning Commission has been appealed to the Board of Supervisors, and at press time a date for the hearing has not been set. (It will probably be in early September.)

Continued on page 9

DEPARTMENTS

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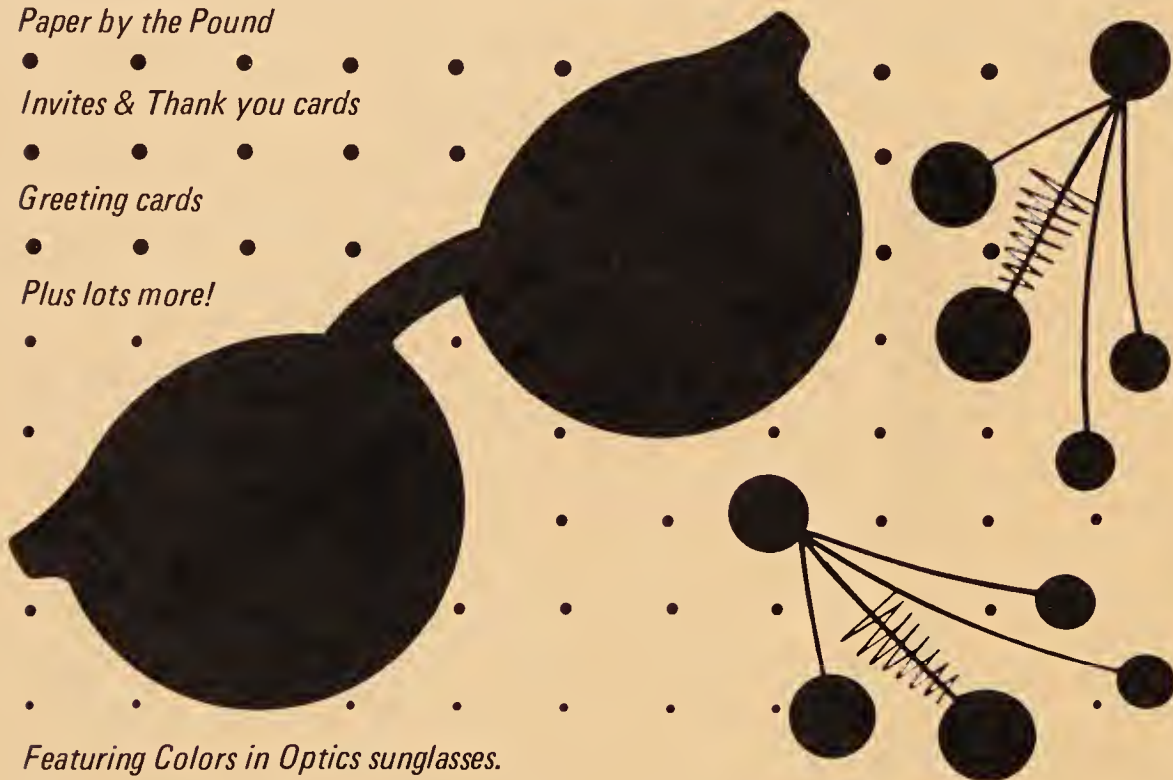
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Continued from page 7

The cottage sits in the heart of the proposed Telegraph Hill Historic District and helps fulfill a 2/1 ratio of contributory/noncontributory buildings for National Register consideration of the core area. The proposed construction will severely intrude upon and dominate the world-famous Grace Marchant Gardens, a Telegraph Hill and San Francisco treasure.

The Gardens, and the Telegraph Hill Historic District need your support. Write and call the individual members of the Board of Supervisors, and attend the hearing. For more information call Larry Habegger, 982-6620.

The Press Is Free But Not Easy

If you are thinking of calling up to yell at the new *Semaphore* editor, be advised you may be recruited for some other more mundane task. We need people (brave ones to solicit ads, literate ones to write, and go-fers to run errands). Call Kathleen Cannon for the scoop.

Jim Ricereto Remembered

Jim Ricereto, designated as President of THD in March, died at his home on Telegraph Hill on June 25. As many of our readers know, Jim was an expert on planning and traffic matters and contributed greatly to THD as Secretary of the Board of Directors during the year before his death. A memorial service was held for Jim on June 29 at St. Peter and Paul Church. Jim was buried in New Jersey.

THD and Jim's friends will all miss his contributions to the neighborhood, his good sense and friendship. No problem was so big that it did not warrant a solution acceptable to all parties or a joke from Jim. THD has established a fund for a tree or series of trees to be planted in Jim's memory in the neighborhood. If you are interested, make your checks payable to THD for the account of the Jim Ricereto fund and send donations to THD's Treasurer, President, or J.F. Petruzelli at the addresses listed on page 2 in the *Semaphore*.

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Mechanical Streetsweeping on Telegraph Hill

North Beach and Nob Hill have been exempted for one year from mechanical streetsweeping. A year from now, the Supervisors of Transportation and Traffic Committee will evaluate the exemption and decide whether to continue it.

In the Committee hearing June 26, Supervisor Maher stated that all neighborhoods would have the same funding. Thus, on-foot sweepers will be assigned to the exempted area. They are Workfare personnel, the number of whom changes constantly, says DPW, making a regular schedule impossible.

Certain commercial streets within the area will be mechanically swept. The closest to the Hill are Bay, Broadway and Columbus; Powell, Stockton and Grant from Broadway to Filbert; and Union, Green and Vallejo from Powell to Stockton. These blocks generate a great deal of litter.

In support of the exemption, Supervisor Molinari stated that of the 12,000 questionnaires he sent to the area, he got 5,000 responses. He also stated, "More than 80% of the residents of the exempted area do not have garages."

Calling the Supes

John Molinari, President	558-2164
Bill Maher	558-2407
Louise Renne	558-5015
Carol Ruth Silver	558-2254
Willie Kennedy	558-2734
Wendy Nelder	558-2497
Richard Hongisto	558-2664
Doris Ward	558-2867
Quentin Kopp	558-2338
Nancy Walker	558-2943
Harry Britt	558-2145

The address for all supervisors is: Room 235, City Hall, SF 94102.

RATS

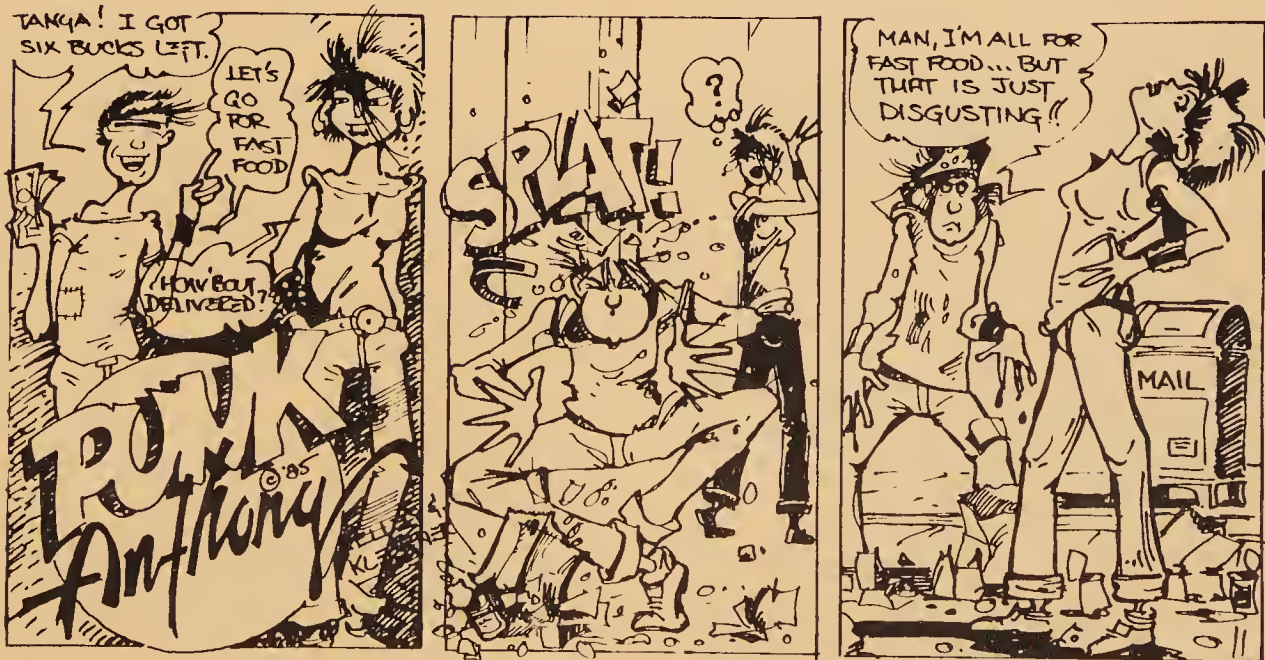
What to Do When You're Down in the Dumps

After finally moving into their dream home at Filbert and Montgomery last year, Patricia Major (a THD founder) and Robert Major (a former THD president) noticed a growing infestation of household litter at the fireplug by the cement stairs on Montgomery Street. Patricia put up signs by the fireplug and watched for offenders. Catching them in the act, she politely but insistently informed them that it is illegal to dump garbage on the street.

Patricia encountered a few negative responses (what can one expect from people who dump their garbage on the sidewalk?), but her efforts paid off. During the last three months the problem has subsided considerably. Patricia also noted that over a period of thirteen months, there was absolutely no theft or vandalism in that area. As an incentive to encourage other neighbors, Patricia is planning to plant a garden around the once littered fireplug.

If you have a similar problem, another method of success or, are concerned about the unconscionable dumping of garbage on Telegraph Hill, please contact Gloria Woo, Chairperson of the Refuse Committee, at 982-3790.

—Gloria Woo





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Profiles: New Board Members

New Boardmember, **Gloria Woo**, a labor relations assistant, spends her free time watching vintage movies and doing needlepoint. Gloria's particular interests in the Dwellers include reducing crime on the Hill and developing programs to increase awareness of the need to keep the neighborhood clean.

Journalist **Jo Mancuso**, the new recording secretary of the Dwellers, moved to the Hill over four years ago because it is the best neighborhood in the City. Besides using her journalistic background to make sense out of the ramblings of THD officers and members at our meetings, she promises realistic problem solving and imaginative advocacy in planning and zoning problems faced by the Dwellers.

Architect & urban designer, **George Rockrise**, joins THDs Board as an advocate of protecting the image and charm of the Hill and permitting only controlled growth. His presence lends the organization additional credibility in the area of planning and zoning. As the voice of the Hill community and a long time resident, he provides historical perspective and articulates the Hills relationship to the City as a whole.

CPA and tax accountant, **Mary Faulstich**, a former planner, is THDs new treasurer. Besides concern for development and historic aspects of the Hill, she hopes to work on the alleviation of the parking, litter, and crime problems. She enjoys the refreshing diversity of the area and can often be found taking advantage of the cafes, steps, gardens, and views.

—Greg Jones

Semaphore Staff

Editor

Kathleen Cannon

Business Manager

Eric Johnson

Ad Staff

Terry Achelis

Joe Gans

Marlene Hunn

Rosemary Jones

Contributors

Cheryl Bentley

Stewart Bloom

Nancy Blum

Pat Brown

Lynne Burwell

Sue Cauthen

John D. Dolan

Margaret Gwathmey

Bob Kelly

John Kleckner

Herb Kosovitz

Jerry Petruzzelli

Rhoda Robinson

John Robiola

Nan Roth

Gary Sullivan

Carolyn Walker

Jane Winslow

Gloria Woo

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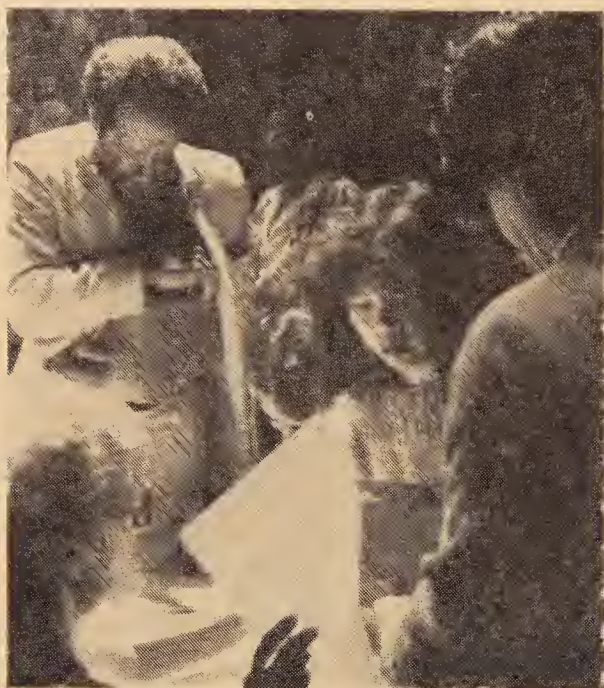


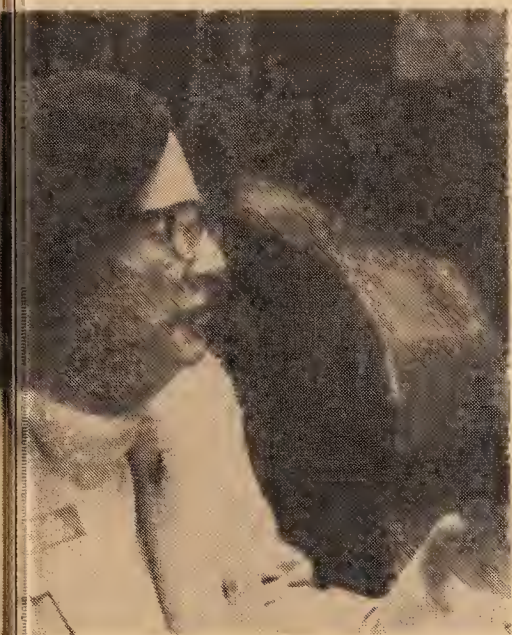
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Update on the I-Hotel Site

THD has long followed the plans to replace the demolished housing at the International Hotel site.

THD is opposed to large scale expansion of office development into Chinatown and North Beach. THD was promised at the time of the Washington/Montgomery Building approval by the Planning Department and Planning Commission that further extension of highrises would not be allowed north of Washington Street. The present proposal for the International Hotel site, however, calls for the construction of a highrise that will dwarf adjacent lowrise structures in Chinatown and North Beach. By requesting "spot zoning" to allow these two 120-foot towers, the City is reneging on its promise to residents and property owners.

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THD members Jerry Petruzzelli and Jane Winslow have been working with the Heritage Foundation and others to ensure that the plan proposed by Four Seas Development Co. is not exempted under the 950,000 sq. ft. a year development cap proposed in the Downtown Plan. Thus far THD has been successful. The final reading of the Downtown Plan by the Board of Supervisors will take place on August 12.

THD recommends the project not be exempted because exemption under the plan is for office projects. Clearly the I-Hotel development is primarily for low-cost housing (with offices provided as an incentive to develop the site). Seventeen floors of office space will be allowed to subsidize only 7

floors of housing. One hundred sixty-four housing units were demolished. The proposed development replaces only 140 which are to be low-cost for only 5 years, after which rents can be raised to 80% of the CPI. The mayor is also giving the developer over \$1,000,000 in Block Grants to subsidize this housing. (What a windfall for the developer!) The expansion of highrise offices into North Beach and Chinatown benefits no one, especially when office space is in excess supply.

THD supports the development of low-cost housing, without limit on the time that housing remains low-cost. Read the daily newspapers for up-to-date information on this project.

—Jane Winslow




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Community Meeting

Save October 3 at 7:30 p.m. for a community meeting at the Italian Athletic Club, to be co-sponsored by THD and other neighborhood groups. Tentative agenda: historic North Beach slide show, billboards in North Beach, and new plans for Fisherman's Wharf.

THD Welcomes New and Reinstated Members

Herb Beckman
Cheryl Bentley
Mark Blackburn
Anne Bloomfield
Gary Botto
Kevin Brown
Tom & Leslie Deely
John Doyle, Jr.
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Ken Robinson
Lynn Schneider
Pamela & Walter Sergio
Lawrence Sovin
Joseph & Marcia Speer
James Stevens
Sylvia Stevens
Stephen Zovickian

Board of Directors' Report

Motions Passed—May

To work with North Beach Neighbors in an effort to get the Open Space Committee to buy the Di Maria land for a Rec-Park site.

To have Greg Jones, Jane Winslow and Jerry Petruzelli study the off-street parking ordinance sponsored by Supervisor Nancy Walker and report to the executive committee for possible action.

Motions Passed—June

To oppose conditional use permits for valet parking.

Motions Passed—July

To support Larry Habegger and Gary Kray in their efforts to appeal a certificate of appropriateness and a demolition permit for 221 Filbert.

To oppose a Taco Bell at the southwest corner of Broadway and Columbus.

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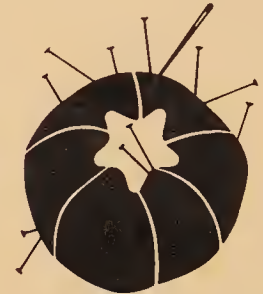
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New North Beach Merchants' Association

As you may have noticed, the Upper Grant Street Fair did not take place this year for the first time since 1954. (The *Semaphore* was already at the press, so, unfortunately, the ad for the Fair ran.) For myriad reasons it was decided to cancel the 1985 fair and instead concentrate on reorganization and long range planning for the 1986 fair.

Simultaneously, a New North Beach Merchants Association was launched to promote the neighborhood and its small businesses. In the forefront of the New North Beach Merchants Association are Darlene Rossi of Iacoppi, Maureen Goldsmith of Departments and Donna Bernard of Donna's.

★ ★ ★ ★

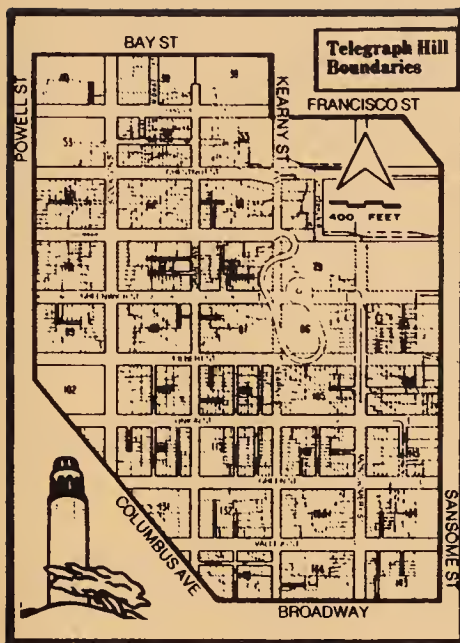
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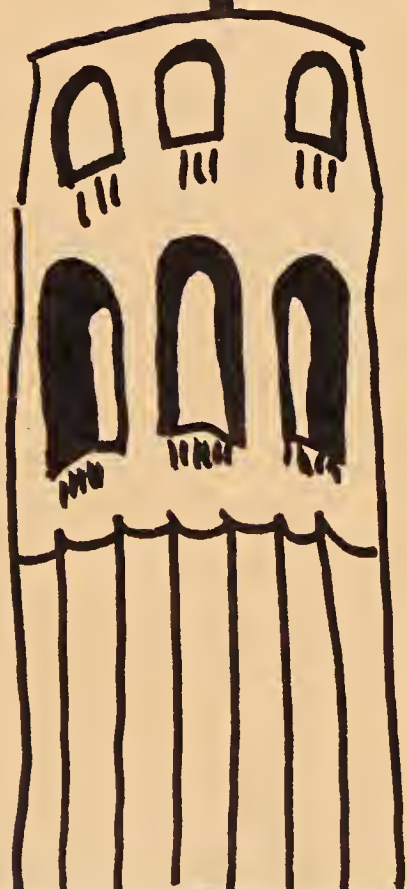
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We need to hear from you by October 1 to maintain your membership. Thank you.

—Rhoda Robinson

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The Fate of the 39 Coit Bus

Claiming not enough passengers use the 39 Coit bus, Muni wants to eliminate the Fisherman's Wharf portion of the run and shift one of our buses to another route. If successful, the 39 will not operate beyond the North Beach Safeway, which could lead to an attempt to terminate 39 service altogether.

THD took the issue to the Board of Supervisors last December. In a move designed to alleviate the traffic jams that clog Telegraph Hill Blvd., the Board unanimously ordered Muni to launch a campaign to publicize the line in order to increase tourist ridership between Fisherman's Wharf and Coit Tower.

After eight months, Muni has finally begun to publicize the route in a minimal effort consisting primarily of Muni signs at bus stops along Fisherman's Wharf. The marketing campaign is unlike that originally conceived by Muni and THD.

It is important that Muni move forward on the publicity campaign it originally agreed to. Otherwise there will not be a valid test of Muni's claim that no one uses the Fisherman's Wharf portion of the service. Supervisor Nancy Walker has been attempting to get Muni to deliver on its promise to adequately publicize the 39 bus. Let her know of your concern. Call her office at 558-2943 or write to her at 235 City Hall, San Francisco 94102.

—Sue Cauthen



How to Obtain a Building Permit

In the mood to put in that window box? Or upgrade the circuitry or medieval plumbing? To obtain a free copy of "How to Obtain a Building, Electrical, Plumbing Permit", call Ms. Olga Sanchez at 558-4185 or write c/o Bureau of Building Inspection, 450 McAllister, Room 104, San Francisco 94102.

The Bureau of Building Inspection has a computer containing information on all current permit applications. For public use, the computer (no experience necessary) is available during business hours in the Bureau of Building Inspection's office at the above address.

No "do-it-yourself" highrises, please.

Good News on Newsracks

The Board of Supervisors has passed an ordinance designed to counteract the newsrack blight that has infected San Francisco sidewalks.

The measure places strict controls on the location of newspaper vending machines and requires the papers to keep their newsracks in good condition. The legislation states that newsracks cannot block passenger access to Muni buses, impede pedestrian traffic, nor be placed in long rows in front of stores, offices or public buildings.

Complaints about newsracks should be made to Tim Molinare at the Department of Public Works, which is administering the program. His phone number is 558-4828.

—Sue Cauthen



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Meet Your Neighbor

As a junior at Duke University, Anne Halsted spent six months living with an Italian family in Florence. Anne's major in political science included economics, languages and comparative political systems. Brought up to believe that one should be an active part of one's community, Anne recognized Florence as an example of a city proud of its heritage and because of its civic pride able to remain prosperous while retaining its esthetic values. It was there in 1963, that she became interested in city planning.

After graduating from Duke, she moved with her parents to San Francisco, took her first job as receptionist and, of necessity, quickly learned typing and shorthand. During the summer of 1965—Anne speaks Italian, French and Spanish—she worked in Luxembourg writing articles for the European Economic Community.

In 1969 she applied for and got the position of Personnel Assistant at United States Leasing, a corporation which then employed some 250 people. Over the years that company has grown to 1700 people, and Anne is vice president for personnel.

Such a career requires, at the least, persistence and tact. So, of course, does being President of THD, a position Anne held from 1977-78. Under her presidency THD was influential in controversial matters concerning Pier 39, one of which resulted in a larger park, and another in the absence of an unsightly tower. It was also under her presidency that THD worked with Levi Plaza to modify its plans. Anne was also on the board of directors for five years, and was vice president for two, a total of eight very active years.

Anne was born in Charleston, West Virginia. Because of the nature of her father's corporate position, Anne lived in nine different houses during her childhood, including homes in Milwaukee and Cleveland. She now lives in a building—and a beautiful one it is—which she bought in 1978 on upper Montgomery. Its deck offers a sweeping view of the Bay.

"Don't you have something to do with the waterfront?" I asked, and Anne, who is somewhat diffident in speaking about herself, allowed that last year the mayor had appointed her a member of the Port Commission. She is one of five members who work with various agencies related to waterfront activity. When I referred to the problems, widely publicized at the time, between young street performers trying to make a buck and established waterfront businesses, Anne said that the problem was resolved "mostly by getting people to talk with one another."

In 1971 Anne Halsted almost joined the diplomatic corps. Their loss is our gain.

—John D. Dolan

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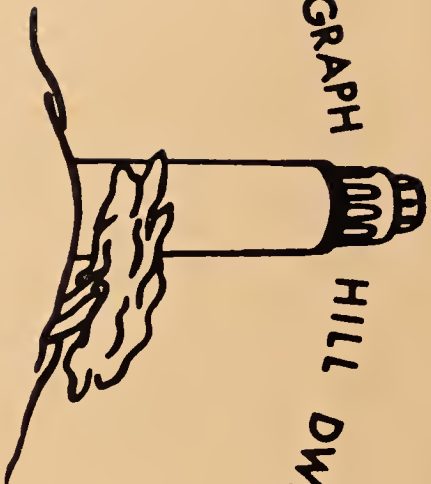


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to be announced
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